

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Irisher Shillelaghs, Shamrocks are ripe in the Valley of the Moon

Can't figure out why Boy Scouts and Cubs don't have regular paper drives as they do in so many parts of the nation. Take us. The old magazines and newspapers pile up. Newspapers are easily burned, but not magazines. These must be torn apart before burning, and that's quite a job when you have a lot of them. The Scouts actually could drag in quite a sum if they gathered paper and sold it—but regularly. What's wrong?

TOWNSEND'S—next to Bank of America, Sonoma. Santa Rosa brand work shoes. Work and sports clothes a specialty.

THE VALLEY'S OUTSTANDING Banquet Headquarters. Finest food, wonderful beverages, superior service. **PAUL'S**, Verano.

Long time ago most cigaret smokers rolled their own. Duke's Mixture and Bull Durham were the leading brands of tobacco. (Did you know that Lucky Strike started out as a rather "cheap" tobacco for pipe smokers, before they turned to making cigarets?)

How'd you learn to smoke? We kids started out with dried corn-silk, wrapped in newspaper, out behind the barn. Terrible. Also we all tried mullein leaves, a brown weed seed which looked something like tobacco, also tea, coffee, grapevine and buggy-whip.

Probably the earliest commercial cigaret was Sweet Caporal, and shortly afterward Helmar (a rival used the same word spelled backwards, Ramleh).

Only man we know now who likes his self-rolled variety better than the "boughten" kind is Ray Loper.

RUGGLES VARIETY STORE, Sonoma, for St. Patrick's party favors, decorations, funmakers—everything you want or need.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.

No, our man Steve hasn't yet sold his \$750 violin which is at present in storage. It's a shame nobody will come forward and buy the treasure, as he's getting somewhat desperate. Wants to go to the Sisters of the Poor home in the city for his later years. The man's donated his talents and helped many charities during his lifetime as a concert violinist, and has a framed citation direct from the pope testifying to his work for various charitable groups. If you don't want the violin but know of someone who might be interested, tell us and we'll get in touch with Steve.

HOOKER OAKS GROCERY TRAILER COURT. Hiway 12. Propane gas. Shell products. Trailer space available always.

When a woman driver knows what's under the hood, it's probably her husband. **VALLEY WATCH REPAIR**, Boyes Hot Springs.

And how about Saturday night? It's St. Patrick's day, with several local establishments scheduling little celebrations for the Irish and their friends. Poppa O'Luzzi will be doing the honors at Denny's COG club, where on tap there'll be corned beef and cabbage. It's on the house and you're invited.

MIKE & ROSE'S BOYES SPRINGS STORE. Enlarged stocks. New equipment. Always the finest in meats, produce and staples.

QUAINTEST TAVERN in the Valley—RUSTIC INN, Glen Ellen. **GUNNER and RUTH** are your hosts. Your guests will love it.

Somebody took a little poll and found that most women are entirely disinterested in the Rainier-Kelly nuptials in April. So why are the newspapers, radio and television making such a fuss about it?

WOODLEAF MARKET, Boyes. Competitive low prices on store-wide basis. Largest stocks of eatables in town. Fountain. Lunches.

BANCROFT NURSERY, Sonoma. Time for planting trees, roses, shrubs, annuals, berries, grapes. Potted plants and cut flowers.

Our congratulations to the residents of New Hampshire for their astuteness in picking Kefauver over Stevenson. Of course Estes also can't get anywhere in the November election, but he's a decided improvement over the wise-cracking ex-governor of Illinois who, according to several friends of ours (democrats and labor union men) was not a good governor. The little bantam's regime was shot with corruption, graft, scandals, and the state's debt reached its highest. At least Kefauver looks like a president is supposed to look—tall, dignified and homespun.

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis's. All new equipment. Modern methods. Phone WE 8-2673 for appointment.

OUR RESORT, El Verano. Harvey and Melina the hosts. Draft beer. Excellent mixed drinks. Home of the Stein Club.

Hazel Flack is proprietor of a new beauty shop just recently opened in the former Powder Box, corner of Jack London way and Hawthorne avenue, Boyes. Official name is Hazel's House of Charm. Hazel is an honor graduate of a French beauty school (she was the only American in a class of 300). The Flacks now live in the Hot Springs area, and the business has gotten off to a flying start.

MENDEL'S CAFE, on the Plaza, Boyes. Famous for steaks, chops and poultry. Splendid drinkables. Drop in for dinner.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail \$1.55 to P. O. BOX 398, EL VERANO, CALIF.

D'ye want an almost full half gallon of dinner wine? We like a little port and when in Santa Rosa one day, got a "bargain" in a big drug store—something like 68 cents a half gallon. One swallow, and you can have it. Just ask. It's out in the garage. (Might be it could be used for cooking.)

JEANIE, HAIR STYLIST, Boyes Theater Bldg. Thoroughly experienced. Modern methods. All new equipment. Expert workmanship.

Real estate headquarters — sales or rentals—WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention.

Never had seen a real snail in Illinois or Michigan, but discovered two varieties when we arrived in California. One was in a drug store, where snails were listed on the counter menu. Skeptically we ordered "one of those things." "Cold or heated?" And they're just a sugared roll about like what are called Bismarks back across the mountains.

Second variety is those snails which infest your gardens and eat your young things just when they're coming through the ground. Horrible creatures, don't you think?

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-2750.

BROADWAY CAFE, Sonoma. Pop and Mom Medros will be glad to see you. Friendly folks. Take-out License.

George Karlberg maintains Swedish meatballs are far superior to the Italian variety. Could be he's got something, 'cause we know Swedish cookery is hard to beat. As a kid, delivering Sunday newspapers in the snow and cold, one morning a Swedish woman invited us to come in and get warm and have some pancakes and a cup of coffee. They were delectable. Ate 19. And thereafter every Sunday morning we made it a point to arrive at this home at just about the right time for more of the same.

BOYES VARIETY STORE, on the hiway, Boyes. A snappy little store, handling just about everything needed around the house. Meat Department, Woodleaf Market. **FRANK BURMIS** in charge. Best meats ever, with smiling service. Low prices on everything.

AND HERE'S A NEW CONTRIBUTOR

Good friend of Moonbeams has sent us the following items, and if we and you like 'em he'll keep on as a contributor. Already we like 'em and hope you do too.

THOUGHTS

Taken from the Elyria, Ohio, Masonic Club News:

"The Iron Curtain is made from the scrap of cracked pots."

"Nowadays, whatever is not worth saying is sung."

"One swallow doesn't make a summer, but it breaks a New Year's resolution."

"Some people have tact, and others tell the truth."

THE GRIPER SAYS—

I think most of the people in Sonoma would be willing to go without the patching on their streets for a couple of years and then have a job of resurfacing; the patching only lasts a week or so, as it is seemingly never tamped in; (in tamped)—excuse please. Haven't received the final cost figures but think they would be about equal.

Would it be possible to have a car length's space left vacant at the corner of Spain and First streets, Sonoma, so drivers could get a better glimpse of traffic?

BOYES SPRINGS FOOD CENTER. A good place for those Lenten dishes, dairy foods, vegetables, frozen foods. Take-out license.

DENNY'S COG CLUB, main corner, Boyes. Sportsmen's headquarters. A large, friendly tavern, where everybody's your friend.

Back when there was vaudeville and home talent plays, a frequent laugh-getter was some reference to a nearby town which perhaps had a curious name or was noted for something or other, usually of a dubious nature. In Detroit it was usually Kalamazoo or Pinconning; in Chicago either Kokomo, Ind., or Oconomowoc, Wis. Down Los Angeles way they make fun of Azusa, Cucamonga and Anaheim. In our little home town of Oregon, Ill., it was Chana, a much smaller town six miles away. Bet you had some of this in your old home town.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Federal and State Income Tax Returns prepared. 20 years state income tax auditor. **EDMUND C. REEDY**, 18340 Sonoma Hwy., Boyes.

When we got old enough to make a little spending money, it was always up to a basement lunchroom for an egg sandwich. Cost a nickel, and they seemed so much better than we could make at home. And a bit later, after a dance or show, we'd graduated to oyster stew, which cost a whole quarter.

GOOD FURNITURE—always. Trade with your friends and neighbors. **SONOMA FURNITURE MART**, South Broadway.

THE IDLE HOUR, at the big curve south of Boyes, Hiway 12. Delicious short orders. Coors draft beer. Wine. New management.

This Cyprus business has us puzzled. For a while it seemed logical that the big island should be united with Greece. There are 400,000 Greeks on Cyprus, about 100,000 Turks. Turkey used to govern the island, the Greeks never. On the other hand, Cyprus is 400 miles from the Grecian mainland, only 40 from Turkey.

It doesn't seem right not to have each country supreme in its own territory. That's why we hate to think of those English and French possessions right under our noses in the West Indies, also Bermuda and the Bahamas, when the U. S. should actually be in charge or act as a benevolent uncle. Same is true in other parts of the world. In China there's the English HongKong, and in Malaya, Singapore. And those Portuguese possessions on the mainland of India. The Kurile islands logically should be under Japanese rule, not Russian.

SONOMA GROVE, south of Boyes, Hiway 12. Italian food at its finest. Luxury atmosphere. Cocktail bar.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

Have been studying the February supervisors' report. Either they should hire a new stenographer or get somebody at the head of the reporting department who knows something about newspapering. Of all the errors in punctuation, abbreviation and capitalization we ever saw, this is the worst.

GEORGE, handling highest quality and tenderest meats, extremely low prices. At Boyes Springs Food Center. Try us this week.

EL DORADO HOTEL, Sonoma, is tops for Italian dinners. Hostelry has been famous since the days of the Bear Flag.

To the state highway commission: If you can't supply and install a traffic light at Boyes Hot Springs' main corner, for gosh sakes why can't you put two stop signs at that corner and give pedestrians a bit of a chance to cross once in a while? As it is now, cars and the big lumber and freight trucks rumble through at far too fast a pace, and it's almost impossible to get them to stop. What are you waiting for—a few people to get killed?

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Friberg's dru&g store in Sonoma has been going through a face-lifting, and before long you're going to see a big, modern store, with new fixtures and all redecorated, from one end to the other.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively **Next to Telephone Co., Sonoma**

While we had a slight acquaintance with the Henty books and the Alger stories such as "From Bootblack to Bank President," our real literature favorite was the Frank Merriwell dime novels, though this series sold for a nickel not a dime. When the author ran out of ideas for Frank he brought in a brother, Dick, and they played baseball and football for years and years, performing tremendous feats of athletic prowess. There were other novels of the same sort, but we shied away from Nick Carter and the wild west type.

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center. — Fishermen's and Hunters' Supplies

YARD CLEAN-UP by an expert. Call "Red" Donnelly, WE 8-3241.

Box 261, El Verano. Right now's the time to clean-up.

WHERE ARE THE SAVINGS?

It is more than eight months since the Hoover commission submitted to congress and to the president a series of reports detailing recommendations which, if adopted, might save the taxpayers as much as \$5 billion a year.

At last year's sessions, comments the San Francisco News, congress adopted 14 minor proposals among the 314 recommended by the Hoover commission. Nothing more has been done this year.

The administration has accepted 36 of the recommendations—all minor. All the others are under "review," whatever that means.

The financial gain to the taxpayers of the small Hoover suggestions so far adopted is a pittance, compared to what can be done.

Just the other day, the administration's avowed hopes for a balanced budget by June 1 were dimmed by the disclosure that the rate of spending was more than \$2 billion higher than had been anticipated. Instead of spending less, the government is spending more.

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The Hoover recommendations, if speedily adopted, would guarantee a balanced budget, and something left over. But the recommendations, on which the Hoover commission put two years of hard, tedious, fact-finding work, never will amount to much unless they are adopted by the president and congress.

When it comes to saving money for the taxpayers, lip service alone never pays off.

Old-fashioned dancing Saturday nights and Sundays at LITTLE SWITZERLAND, El Verano. Splendid floor. Good music.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

And the little Girl Scouts and Brownies will be after you to buy some cookies, it being their anniversary. Proceeds go to sending the girls to summer camp. It would be an improvement, however, if the cookies were home-made, and not bought from one of the big city bakeries, which profit most.

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

BUD THOMPSON, Plaza Barber, Boyes Springs, for the best and fastest barber service anywhere. Hair styling a specialty.

NINE SAFETY RULES FOR BICYCLE RIDERS

State Highway Patrol Commissioner Caldwell has listed nine safety rules for bicycle riders which would aid greatly in cutting down the accident toll. They are:

1. Keep to the right—always ride with the traffic.
2. Obey all traffic signs and signals.
3. Use a white light in front and a red light or reflector in the rear after dark.
4. Wear some white article of clothing at night.
5. Ride single file and only one person on each bike.
6. Keep your bicycle in good mechanical condition.
7. Do your stunting off the streets and highways.
8. Stay off freeways that are marked for motor vehicles only.
9. When in doubt about the rules ask any traffic official to explain them to you.

GALLO BROS. CHEVRON SERVICE, Boyes. Repairing all cars. Tow service. DeSoto and Plymouth new cars. Quality used cars.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

And comes this tidbit from the Rolla (Mo.) Daily Herald. It says: "If you agree with everything the editor writes, you have no more sense than the editor."

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

THE COLONEL'S PLATFORM

(If we ever run for governor.) (And some of them aren't too bad.) Certain types of so-called gambling will be legalized. (Including bingo, raffles, poker games and horse race betting, whether at the track or right at home.)

Permanent auto plates. Buy them when car is first purchased, the plates then remaining with that car for life).

A "bay barrier" would have top priority. Why are our legislators so dumb?

Bars could stay open 24 hours a day. Then everybody'd go home at about 10 p. m. instead of cluttering up the highways at 2 a. m.

Cross filing in primary elections would be abolished.

Put a damper on pedal pushers, but push shorts.

Labor union leaders (ha!) would have their wings clipped.

Hundreds of dams would be built on all state streams, thus conserving large amounts of much-needed water.

Abolish all farm price supports, and subsidies of all kinds.

Abolish all male cheer leaders and stage dancers.

Make the United States impregnable from outside attack, and cut out our meddling with other nations' affairs.

Boost the Springs area for all it's worth in the way of a health, recreation and athletic center.

Close taverns and take-outs only for county, state and federal primary and general elections. (Not for some school or fire district election where there are only about six votes cast, and no contests.)

Ban all singing commercials on radio and television—and put a time limit (about 60 seconds) on commercials of any kind.

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

B & L LAUNDROMAT, Fetters Springs. Latest modern equipment. Fast service, low charge. Take it easy on wash day—every week.

RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.